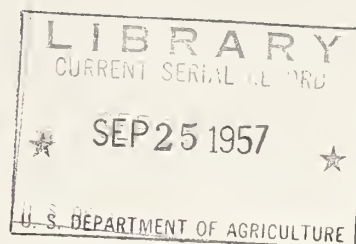


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FOOD PREVIEW



A summary of the food outlook especially
designed to give maximum advance information
to food editors to help them plan food features.

U.S. Department of Agriculture
Agricultural Marketing Service

September 6, 1957
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- MEAT:** Total supplies this year are likely to be about 3% below last year's record volume. Livestock production and slaughter, in fact, are likely to continue for some time below the very high level of 1956.
- Beef:** For rest of year, supplies will increase seasonally, but will run short of last year by an increasingly larger percentage (last year, drought forced fall slaughter rate to a record high.) For year, slaughter of cattle and calves will be 2 to 3% below 1956. In 1958, cattle slaughter is likely to be smaller than in 1957. The cycle of number of cattle on farms seems likely to go through its usual pattern during next few years. But drop probably will be less than in previous cycles, and downswing may be shorter than usual.
- Pork:** Supplies will rise seasonally this fall to a peak late in year. Supplies will hold a little below last year until year's last few weeks, when slaughter rate likely will exceed comparable weeks of previous year. In 1958, pork supplies will continue above a year earlier. If spring farrowings should increase a great deal, slaughter late in 1958 could be considerably above 1957.
- Lamb:** Little change in supplies expected. Sheep numbers on farms appear to be almost static.
- POULTRY:**
- Eggs:** Before end of year, supplies will be below 1956 levels, since flocks are being reduced. By January 1, numbers of layers on farms are expected to be down 6 to 8 percent from year-ago figures.
- Broilers:** Recent "placement" figures suggest that marketings by mid-October will exceed year-ago levels by 8 to 10%. By that time, too, warm-weather demand will have passed, and supplies of competing meats will be seasonally larger.
- Turkeys:** Supplies for 1957 are record large: Farmers are raising about 81 million birds, 5% more than last year. Carried-in storage stocks are also largest of record. For year through mid-August, slaughter was up 43% over 1956. For rest of 1957, slaughter will be much closer to 1956. After September, it may even fall below year-ago levels.
- DAIRY:** For rest of 1957, milk flow probably will continue a little larger than year-ago levels. The year's total, however, will increase over 1956 by less than the 2 billion pounds that had earlier seemed likely.
- FRUIT:** Total supplies of both fresh and processed may be a little larger than year ago.
- Deciduous:** During late summer, supplies of fresh will continue seasonally large, with total production expected to be about same as 1956's. Apple crop is 15% larger than last year, largest since 1950. Pear crop is up 4%, largest since 1947. Sweet cherry crop is 27% larger than 1956, sour cherries up 43%. But peaches are down 6%, grapes down 8%, plums down 14%.
- Citrus:** Supplies of California Valencia oranges are a little lighter than a year ago, grapefruit about same as a year ago, lemons and limes larger than year ago. Prospects for 1957-58 citrus crops are not quite as good as a year earlier.
- Berries:** Prospective production of cranberries is estimated to be 5% above a year ago.

Melons: Supplies of cantaloups promise to be substantially larger than year earlier; supplies of watermelons expected to be smaller than heavy supplies last year.

Processed: Supplies may be a little larger than last year. California's crop of dried prunes expected to be 11% smaller than last year. Production of raisin variety grapes, principal sources of raisins, also down 11%.

Canned: 1957 packs of canned peaches, purple plums, and a few other fruits probably will be smaller than 1956 packs, but some increase likely in cherries and berries.

Frozen: Packs of frozen cherries expected to be larger than in 1956. Output of frozen orange concentrate in Florida in 1956-57 was a new record, 2% larger than previous year; but with increased movement, packers' stocks have dropped slightly under level of a year earlier.

Tree Nuts: With lighter crops of almonds and pecans more than offsetting heavier crops of filberts and walnuts, total production in 1957 expected to be 14% smaller than last year.

VEGETABLES:

Fresh: Production of late-summer vegetables expected to be moderately smaller than both last year and average. Output of late-summer carrots and celery expected to be substantially smaller than year earlier. Output of cabbage, sweet corn, tomatoes, lettuce, onions moderately smaller. Late-summer cucumbers, green peppers expected to be in larger supply than year ago. Among crops for which only total summer estimates are available, only snap beans are expected to be in as large supply as last summer. Production of lima beans, beets, cauliflower, eggplant, escarole, garlic, spinach expected to be down substantially from 1956; lettuce and green peas down slightly to moderately.

First reports indicate production of early-fall cabbage, celery likely to be substantially smaller than last year, carrots slightly smaller.

Processing: Early reports point to substantially smaller production of vegetables for commercial processing this year than last. Output of winter and spring spinach about same as a year earlier; indicated production of tomatoes for processing down 24% from record large 1956 crop; sweet corn down 13%; contract cabbage for kraut down 21%. Production of snap beans expected to be moderately larger, green peas slightly larger than year earlier.

Processed: Smaller pack of vegetables will be largely offset by larger carryover stocks. Total supplies of canned vegetables probably will be only a little smaller than a year earlier, but substantially larger than average. Supplies of frozen vegetables are likely to be at or near the record levels of a year earlier.

Potatoes: Supplies for late-summer harvest are 7% smaller than a year ago. Crop for fall harvest is also estimated to be down 7% from last year's heavy crop.

Sweet-potatoes: Prospective production is down 5% from last year.

RICE: Exports for past year reached all-time record. 1957 crop is down 15% and exports are expected to be large again, further reducing carryover at end of current marketing year.

DRY BEANS: Production, in total, down 5% from last year.

DRY PEAS: Crop is nearly one-third less than last year's crop output.

The Plentiful Foods Program

The U. S. Department of Agriculture, through its Plentiful Foods Program, will support industry campaigns on the following commodities, at the following times:

DRY PEAS	October	1 to	31
CHEESE	October	1 to	31
BROILERS	October	1 to	31
APPLES	October	24 to November	2
TUNA	October	31 to November	9